# **Netspective Medigy Community Guidelines**

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Revisions

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| 1.0.0 | Dhanya C P | Initial version | 1/31/2020 |
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# **Medigy Community Guidelines**

## Why we need a community

Launching an online community may be one of the most important things you do for your business or brand. A branded community, that is hosted as an extension of your product, is an effective way to connect with your customers. You’ll learn far more about your customers’ needs and interests by observing them talk to each other than you ever will with a survey. Besides the simple fact that giving your customers what they want will make your website more popular, boosting your SEO, communities themselves have an impact on several SEO ranking factors.

The following three steps builds a community:

* First, you need a captivating reason for members to join. How will you differentiate your brand enough from others so that potential community members will be drawn to your company?
* Secondly, you need to make it worth their time to engage with each other and with your brand. What are you offering them that’s engaging enough to capture their attention?
* Finally, it must be easy and valuable for members to share your community with others and help it grow.

## Guidelines for Building a Community

Building a community platform

* + DefineMissionstatement:
    - Each Community should have an explicit purpose and mission statement – e.g. why does the community exist and what outcomes should be achieved?
  + Build the community
    - Invite members to the community
    - Medigy members can request for membership to a specific community
  + Createindividualprofilepages for users where they can share their personal information with the community.
  + Create a discussion forum:
    - Build a place where people post and comment their ideas, opinions, experiences etc. This is where people interact with each other and share their experiences.
    - User should be able to upload rich media to the conversation – It makes the community wall rich in content and lively.
    - Provide an option for the users to share external links in the community – Members can bring in good articles relevant to the community and start a discussion on it
    - Provide a Like/upvote functionality – Depending on the type of the community, there can be options to like, upvote, care which is a sentiment palette for increasing the activities
  + Create notifications for replies and mentions – Push notifications or email notifications are a great way to bring back the users who have not been active for a while
  + Build platform search functionality – Community should support an option for the user to search for another user or search for any topics
  + ProvideaBookmarking option– Users will be interested in bookmarking posts or articles that they think will be useful for future references.
  + Build the capability to share in social media in two clicks – Members may want to share the discussions happened in the community in social media. This is a great way to make the community popular.
  + Provide an option to contact community manager from all pages
    - Contact us form – A great way for the members to interact with the community manager directly.
  + Display the latest activities from the users
  + Feature prominent members in the community wall. This will create interest and desire to be featured in this list. You can have a selection criteria.
  + Provide the ability for members to create their own subgroups and discuss among the groups
  + Show which of your friends are already members of the community using social media plugins
  + Build capability for creating surveys to collect user information/opinion
  + Build capability for adding Polls to understand the community
  + Build capability for adding Trivia Quizzes
  + Build capability for sharing different e-mail newsletters’ content through Medigy Communities
    - Create a destination mailbox that external newsletters can be subscribed through and content can be auto curated from.
  + Build Job/Education board
    - Each community could have a jobs and education section for those seeking jobs, hiring for jobs or seeking education.
  + Provide related content
    - Show related content from different discussions in each post to increase user engagement
  + Provide Language translation options
    - Depending on the type of community and targeted geo locations, we should consider language translation options
  + Enable SSO integration
    - Enabling SSO gives an opportunity for members to use the user authentication service that permits them to use one set of login credentials (e.g., name and password) to access multiple communities.

### Engaging and reengaging users

* + Create Blogs
    - Frequently write blogs on the latest and relevant topic and initiate discussion in the community
  + SendoutNewslettersmonthly(weekly) as digests.
    - Newsletters aren’t about news; it’s about getting the users to come back to the site to reengage.
    - Understand the goal of the Newsletter
    - Gather the content
    - Design your template
    - Your logo
    - User friendly heading
    - Highlights
    - Latest updates in the community
    - Upcoming events
    - Add social links
    - An option for the reader to unsubscribe from the list
    - Set the size of the newsletter
    - Add in personalization tokens
    - Choose sender name and subject line
    - Test different browsers and email providers
  + Add different types of Surveys
    - Through surveys, you can collect information about the opinions, needs and behaviors of community members. And it is a great way of increasing user engagement and to measure client satisfaction.
      * Set up the survey for members or a targeted subset of community
      * Collect responses
      * Analyze the responses
      * Act on the results
  + Add Polls for the members
    - Polls enable you to ask questions in your community and have votes on topics. This is good way to get opinion from users and increase user engagement
  + Add Trivia quizzes for user engagement and data collection
    - Trivia contests on different topics can be enabled as part of increasing user engagement

### Community Manager Guidelines

* + Create a public profile for the community manager
    - The public profile of the community manger sends an important message to the community
  + Createsocialmediaaccountsfor autoposting.
    - Each community will have its own social media accounts for auto posting (Twitter, LinkedIn Group etc.)
  + Identify and bring in more widely known faces into the community
    - The authenticity of the community is increased when more and more well-known faces are seen in the community
  + Set community policy and strategy
    - Define acceptable behavior and activity on the community platform
    - Can include this in an FAQ document
    - Have a method to report any violation of the policies to you or a concerned person of the company
    - Keep critical comments to yourself
    - Don’t share private information
  + Monitor the platform regularly and closely
    - Even though the community guidelines are in place, it is the responsibility of the community manager to make sure all members are following the guidelines
    - Monitor UGC for:
      * Terms of user monitoring
      * Adverse event reporting
      * Site policy compliance
  + Encourage networking among members
    - Encourage networking between the members and make the platform a place for the member to share and interact with each other.
    - Encourage members to share their stories. This is a great way of creating a data base with lots of real information.
    - Create a public and private e-mail list for direct communication between members for each Medigy community (perhaps a Google Groups based one something like XYZcommunity.medigy.cc)
  + Createa peersupportsection where members can reach each other for help (paid or otherwise).
  + Communicate regularly with your audience
    - Initiate discussions
    - Maintain consistency in the engagement and frequency of posts from community manager
    - Makes sure that members have a feeling that they are heard by the company
    - When changes happen, it’s the role of the community leader to message the members and make sure that they are informed and prepared
  + Humanize the communications
    - It is always nice to personalize the conversation wherever you can. Have fun while staying professional
    - Make sure your members feel valued
    - Interact with all new community members as soon as they join
      * Create a welcome mail template and send this to people immediately after they join
      * Community Manager should send out frequent emails to members (perhaps on 30th, 60th, 90th etc days of their joining to the community)
  + Get Brand Ambassadors for the community
    - Some customers will be so excited about your community that they’ll get other friends to join. They’ll talk about your brand with their networks on and offline. They’ll ask how they can help. They might offer a blog post, ideas, user testing, or to even go to events on your behalf. The options are endless.
  + Create relevant and informative content
    - Ensures all content being shared has a purpose and meets the expectations and needs of followers and the target audience.
  + TieLinkedIngroupstoMedigyCommunities (community managers can reference one or more LI groups to pull data from)
  + Tie Facebook groups to Medigy Communities
  + Do Competitor analysis
    - Identify major competitors
    - Research their products and content
    - Analyze their marketing strategies and SEO structure. You can understand what goes right for them and the opportunities they get.
    - Mutual promotions when events are hosted by other companies
    - Increases reach and popularity of the community
  + Measureyourresults - Set Metrics and Goals
    - Measure the growth of the community by the following metrices
    - Traffic growth to the community
    - How many members are active in the community?
    - Which discussions are driving most members?
    - How many new members do you gain?
  + Each Community could have a set of OKRs that helps drive the outcomes associated with the purpose
    - Tie all shares, curations, content, membership, etc. to specific OKRs and outcomes
  + Work for monetization from the community
    - Press releases
    - Promotion through social media channels
    - Advertisements
    - Paid articles
    - Individuals get separate profile pages. We can promote them through our social media channels
    - User Data collection
  + Analyze your data

The metrics we care about are the ones that measure and indicate the quality and depth of a community’s engagement. Like how often members return to a community. Or how long they stay for when they visit. Here are the 5 key metrics you should be tracking when building and engaging your community

* + - Retention

The percentage of your community who join or visit your community space and return within a specific timeframe.

* + - * START - The number of community members you have at the start of the period
      * END - The number of community members you have at the end of the period
      * NEW - The number of new members who joined your community during the period

(END - NEW) / START x 100 = Retention Rate (%)

The retention rate looks at the number of community members that return to the community space within a specific amount of time, whilst excluding newly acquired members from the calculation. This is an essential metric for measuring depth of community engagement and determining whether your community is delivering something of value to its members.

* + - Active users

The number of unique visitors who visit your community platform. This gives an insight into whether the usage and visits are on an upward trend.

* + - Average session length

The average amount of time a user spends in your community space in a single visit. The amount of time users spent on the community platform gives an idea of how engaged the members are. A shorter average session length with an increase in bounce rate is an indication that they are not getting the value they are searching for.

* + - Percentage of UGC

The amount of content published by community members in a specific time. Conversation being the key element of any community, one thing that we need to make sure that people are involved in the community and are ready to share their experiences/ opinions

* + - Number of posts reported as inappropriate

The number of posts and comments that have been flagged as inappropriate by other community members.

* + Set baseline measures

Baseline measures can tell you whether your efforts are working.

* + - Pick an indicator that best reflect the behavior of that are most important for the community.
    - Find measurements on those indicators
    - Set a behavioral goal for the intervention
  + Do On-page optimization

1. Keyword Research

Identifying correct keywords depending upon the community requirements and services. Considering the factors like search volume and competition rate, a list of keywords needs to be finalized.

1. Content Optimization

Any content in the community should be checked for SEO optimization.

1. Meta titles, descriptions, H1 tags, Home Page H1

Every page should have proper meta tags, H tags and meta description.

1. Image Alt & Interlinks

Images are not read by search engines. So, we need to tell the search engine that this is an image and this image is about "the keyword" by implementing alt tags. Also, for getting more user interaction, need to do strategic interlinking to the apt keywords.

1. URL structure verification

For SEO, URL structure is an important factor. It cannot contain symbols or numbers or other special characters. Always have an SEO friendly URL for all pages.

1. Copy/duplicate content

If the website has same content in two different places, or if it has duplicate content, Google will penalize the website. So, make sure that there is no such problem in the website.

1. Adding schema

Schema markup is one of the most powerful, but least-utilized forms of SEO. It is a great way to boost your website in the search engine result pages (SERPs). It is a specific vocabulary of tags (or microdata) that you can add to your HTML to improve the way your page is represented in SERPs.

1. QCF

A contact form is basically a set of questions filled out on the webpage by your visitor that is automatically sent to your email when it is filled out. By including QCF in all pages, we can increase the user engagement in the website. Also, bounce rate can be reduced.

1. Footer Optimization

Optimizing footer with the main targeted keyword followed by the website name. Also, all the links for the main pages will be added in the footer. It will make the website more user-friendly.

1. Sitemap

It is a page in which includes a list of all the webpages of the website. By viewing this page, we will get to know what the services / products are the community offers.

1. Logo title and alt

Adding Keyword stuffed alt and title tags to the logo of the website.

1. Menu Bar Optimization

Check the following for menu bar optimization

* the spellings in the menu bars are correct
* all the main pages are linked in menu bar
* blog section is included in the menu bar
  + Do Off Page/Social Media Promotion Strategies

1. Tag creation with community name and making it viral on all possible channels. Promotions can be done in all social media channels like LinkedIn, twitter etc.
2. Q&A: Create questions and answer them in forums such as Quora.
3. Creating blogs on our website. Blogs should also focus on keywords that we would like to target.
4. Creation and promotion of infographics since pictures have a higher impact on the audience's minds.
5. Create videos that show the audience what the problem is and how the product can solve their problem. These videos can be promoted on social media channels.
6. Blog and video promotions through online channels with same content - Third party - Tour document, YouTube channel.
7. Social media promotion of events done/happening.
8. Create polls/share news and posts to social media channels.
9. FAQ promoting in social media channels. We can use the FAQ in our website.
10. Submit content into popular related websites, communities, forums where there is already a good audience. We will list the forums and communities here.
11. Paid Promotion: Facebook & YouTube lead generation and Google display ads.
12. Linked In helper - Paid Promotion
13. Search engine submissions - Submitting our website URL in their directory. So they can find us everywhere.
14. Directory Submission
15. Social bookmarking
16. The web pages we bookmarked at social bookmarking sites is considered as a quality backlink in the eyes of search engines. And we all know that the quality backlinks help us to increase blog traffic and Google Page Rank. That's why SEO professionals include SB in their search engine optimization practices.
17. Blog commenting - Comment in popular blogs and put in links back to our website.
    * Increase Engagement With 4 Content Promotion Strategies

Content Marketing plays a key-role in Business success online.   
New 80/20 Rule:

The earlier formula was to spend 80% of your time creating content and 20% promoting it. But now to get your content seen by your targeted costumer you have to spend 20% of your time creating content and 80% promoting it.

4 Content Promotion Strategies:

1. Make a good reach of your content across your website

You can provide the user with your content by offering more information about the related topics from your website. This improves the user experience; it also increases the reach of your contents and thereby increases the probability of conversion.

1. Promote Content via Email Signature

On an average count there will be 100s of emails received and send in an office. By encouraging employees to promote content in their email signature, you can take advantage of this under-utilized channel and increase the visibility of your content.

1. Ad Re-targeting

Ad re-targeting focus on customers who have previously visited your website. This mainly focuses on giving customer the opportunity to buy a product or service which they previously missed out. This one is effective as we are re-targeting on quality leads.

1. Adding content in your twitter profile

It’s a free and effective way of promoting content. Beneath your profile pic and name, you can add content. Since it’s in the profile page, the visibility is high.